

FACTS:—Grade qualities of merchandise produced by the world's best markets. We buy in large quantities than any house in the South. We and manufacturers. We buy the best that the world can produce. We don't have to give a man 10 per cent. of what we sell to conduct a sale like this for us. All of this means a discount every bill. **BIG SAVING**, and we are going to give our customers the benefit of it.

The Arcadia Mercantile Company, Arcadia, Florida.

The Gigantic Fall Opening Sale will open Tuesday, October 30, at 9 o'clock sharp.

Every man, woman and child is commanded to attend this event. True to our reputation we shall protect every buyer, and our guarantee goes with every article that leaves our building. We shall refund the money to any purchaser for any reason whatever. No one can afford to overlook this event. To be able to buy merchandise of such standard value at this season of the year at such surprising low prices. You never heard of it and you never will again, Therefore, take advantage of the greatest feast ever offered to Florida shoppers. This mammoth stock of merchandise thrown on the market at such prices will shake the city from center to circumference.

Oak Street.

The Arcadia Mercantile Company.

The Big Store.

Arcadia, Florida.

In these twelve days you will be able to buy merchandise at such bargains that will truly prove a saving to you never again placed at your door. Read over the prices carefully. Only a few of the extra ordinary prices are listed. The lack of room prevents us from giving thousands that we are going to offer.

We pay Railroad Fare for 400 Miles

Don't forget to get a receipt from your ticket agent for your railroad fare to Arcadia when you come to our sale. We refund railroad fare to those whose cash purchases during this sale exceed **\$19.99**

Ladies Hosiery and Underwear

Over Two Thousand Dollars worth in this department alone to select from. We have the most beautiful line of ladies muslin underwear that was ever your pleasure to see in Arcadia, everything in the way of gowns, petticoats, drawers, corset covers, etc., extra full width, trimmed in elegant style and fit. You could not buy the embroidery on these garments for the price we ask. Corset covers worth 75¢ to \$1, this sale 45¢

Wanted Thirty-Five Sales Ladies During this Sale. Apply at once.

Owing to the reputation established by us as merchants of higher grade dependable merchandise these prices are as represented and not in any way exaggerated in this advertisement and buyers can have money refunded at any time for any reason whatsoever, if not satisfactory to the purchaser. **We assure each and every Purchaser Absolute Satisfaction**

Clothing For Men Boys and Youths

There is a distinctive style in this fall's garments and there is a distinction in the class of goods we carry. There is nothing in the tailor garments better than is found in our stock. We have thousands of dollars worth to select from. Best in quality, best in style and lowest in price. You can get an elegant \$14 suit good enough for a wedding for \$10. You can get a \$10 suit at this sale for **\$8.75**

Table Linens Bed Spreads

Crashes, Etc. 500 yds bleached table damask, 35 value for 22 1000 " " " 65 " 48 1000 " " " 90 " 65 200 very large crocheted bed spreads \$1.50 val \$1.00 100 " " " 3.00 " 1.70 50 doz huck towels, large size, 15¢ value for 8¢

Dress Goods and Silks

4,000 yards all wool Trico Flannels, every imaginable color, per yard **20**

4,000 yards new wool suitings in plain, mixtures and novelties, the new plaid effects, worth up to 80¢ per yd, this sale **49**

1,000 yards 52 inch all wool mohair, worth 75¢, this sale **48**

Thousands of yards of other fine wool goods at same reduced prices.

410 yards 27 inch white Jap. silk well worth 75¢ goes during this sale at **45**

Yard wide, worth \$1, this sale 65¢ 528 yards yard wide black taffeta silks, worth \$1.50, during this sale **90**

Very Special

Ladies Cravatette coats at the following low prices **\$13.50 value for \$9, \$12 value for \$7.50** All our 5, 6, 7, and 8c calicos for 4c

"There's no Place Like Home"

Our Store during this Sale is the Home of Bargains, the place where you make money by saving what you already have.

Hat Department

We have on hand men's hats of all colors and descriptions **John B. Stetson \$6 hats for \$3.25** \$3 hats for \$1.95; \$2.50 hats for \$1.70; \$2. hats for \$1.25; \$1.50 hats for 85¢

Blankets

1,000 Blankets that we are going to sell from 45¢ to \$10. Worth a great deal more money. The season is just on for this class of merchandise and you will never see them so cheap again. 1,025 Ladies tailor made skirts, absolutely the newest styles and patterns, from \$1.50 to \$6 and are worth twice this price.

Look for the big Red Sign of the Arcadia Mercantile Co.